



April 27, 2006

TO: Transportation Authority of Marin Commissioners

FROM: Dianne Steinhauser, Executive Director

RE: Donations Policy, Agenda Item 6h

Dear Commissioners:

Executive Summary

TAM's Safe Route to School program contractor regularly solicits prize donations to use as incentives for participants. The attached policy provides a framework for accepting donations.

Recommendation: Adopt donations policy.

TAM's Safe Routes to School contractor regularly solicits prize donations to provide to program participants. TAM recently received a request from Carrera de San Rafael to participate in a bike race and to be the recipient of event proceeds.

The attached policy provides procedures for TAM staff/contractors to use when receiving donations.

Recommendation:

Accept Donations Policy.

Attachments:

Donations Policy

April 4, 2006 letter from Carrerra de San Rafael

TRANSPORTATION AUTHORITY OF MARIN

DONATIONS POLICY

I. INTRODUCTION

The purpose of this policy is to set forth the objectives, protocols, and reporting requirements for donations received by the Transportation Authority of Marin (TAM).

II. SCOPE

This policy applies to the donations of cash or material goods intended to benefit any one or more of the Programs managed or overseen by TAM. The donations covered by this policy are specifically assumed to have been donated with the intention that they be distributed under one of TAM's Programs.

III. PROCEDURE

The procedure for accepting and distributing donations to the program for which they were intended is as follows:

1. Record the donation.

a. Monetary Donation:

- i. When a check is received, send it to the Finance Manager. Do not accept cash.
- ii. Notify the Executive Director, the Commissioner representing the jurisdiction of the donor (if applicable), and any sponsor or participating agency. Include the amount of the donation and the donor's name.

b. Material Goods Donation:

- i. Send the items to the appropriate Project or Program Manager.
- ii. Notify the Executive Director, the Commissioner representing the jurisdiction of the donor (if applicable), and any sponsor or participating agency. Include a list or description of the item(s) donated and the donor's name.

2. Acknowledge the donation.

- a. Send an acknowledgement letter thanking the donor.
- b. The letter should be signed by the Executive Director or his/her designee.
- c. If the donation is monetary, the letter should state the amount. If the donation is material goods, state what the goods are but do not attempt to provide a statement of the cash value of the goods.

3. Distribute the donated funds or item(s) to the intended program recipient.

- a. The Program or Project manager should document in writing the receipt of the donation and the plan for distribution of the donated funds or item(s). The documentation should discuss the manner in which the donated funds or item(s) will be distributed, including the timeline for so doing.
- b. Once the funds or item(s) have been distributed, the Program or Project manager should document in a follow-up memo, with a description of the process of distribution—including the date, and recipient(s) of material goods, if relevant.

IV. DELEGATION OF AUTHORITY

Management's responsibility for the donations program is derived from the TAM Board of Directors and is hereby delegated to the Executive Director.

V. REPORTING REQUIREMENTS

The TAM Executive Director shall submit an annual list of donations to the TAM Board of Directors, which will include, at a minimum, the following information for each donation:

- Donor's Name
- Type of Donation
- Date of Donation
- Recipient Program
- Status of Donation (distribution completed or pending)

VI. DONATIONS POLICY ADOPTION

TAM's donation policy shall be adopted by the TAM Board of Directors. Any modifications to this policy must be approved by the TAM Board.

Saturday September 9 2006

April 4, 2006

Wendi Kallins
Safe Routes to Schools

Hello again Wendi:

Bike racing is back in San Rafael, and back with a new strength that will allow us to create an even better event.

Grupo Carrera is a California not-for-profit corporation, and consists of some of San Rafael's business leaders: Haden Ongaro (Orion Partners), Mark Carrington (Orion Partners), Eric Rozendahl (Greater Bay Bank), Scott Phillips (Law Firm), and Tom Simpson (Pilarcitos Cyclesports). Recently we received endorsements from the Downtown Merchants Association, the Chamber of Commerce, and permission for the event from City Council. We are committed to making this a legacy event for the public, and making it return benefits to the community, especially helping programs like Safe Routes to Schools.

We'd like to ask Safe Routes to be our beneficiary for this event, and leverage off the event to achieve even better support from those who support the bike race. I'll state here that it's not likely that Grupo Carrera is going to be able to make a large cash contribution outright, if at all. The budget for this event is large and we have to find the funding just to make it happen.

But what we can offer is the following, but limited to just this—let's put our heads together and think of more benefits.

We can provide expo and demonstration space at event; PSA spots at event; Safe Routes logo and contact info on collateral and event poster; recognition in the kid's event, and two other special benefits that need detailed description.

The first is our in-progress deal with the Pacific Sun to create a special section insert. In this, we can provide ad space and editorial coverage for Safe Routes to Schools.

The second is a Race-Eve benefit in downtown San Rafael, ideally at one of the restaurants on the race course. Here the public will mingle with some of the racers and VIPs, and bid on merchandise we get from merchants and sponsors. This will benefit Safe Routes to Schools directly, and potentially a portion of food and beverage sales can be as well. We used this format in 2003 for The Breast Cancer Fund, and raised several thousand dollars. So you see that even if we can't donate directly, we can still generate funds.

I hope to hear your thoughts and TAM's response very soon.

Best,

Wil Matthews

